

## Message Text

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12

ACTION EA-14

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FM AMEMBASSY TOKYO

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E. O. 11652: N/A

TAGS: PFOR/JA

SUBJ: TBS REQUEST FOR INTERVIEW WITH KISSINGER

SUMMARY: TOKYO BROADCASTING SYSTEM REQUESTS MAJOR INTERVIEW PRESIDENTIAL ASSISTANT HENRY KISSINGER TO OPEN A SERIES OF NINETY- MINUTE PUBLIC AFFAIRS PROGRAMS IN MAY OR JUNE WITH ESTIMATED AUDIENCE OF MORE THAN FIFTEEN MILLION THROUGHOUT JAPAN. AMBASSADOR STRONGLY URGES FAVORABLE CONSIDERATION IN VIEW OF POLITICAL AND PSYCHOLOGICAL ADVANTAGES OF SUCH PROGRAMMING. END SUMMARY.

1. AMBASSADOR AND MISSION STRONGLY SUPPORT SIGNIFICANT AND TIMELY REQUEST BY TOKYO BROADCASTING SYSTEM ( JAPAN' S LARGEST AND MOST RESPECTED COMMERCIAL STATION) TO OPEN IN MAY OR JUNE SERIES OF NINETY- MINUTE SPECIAL PUBLIC AFFAIRS PROGRAMS ON SERIOUS ISSUES, WITH FIRST PROGRAM FEATURING INTERVIEW WITH PRESIDENTIAL ASSISTANT HENRY KISSINGER. MONTH FOR RELEASE WOULD DEPEND ON ARRANGEMENTS WITH KISSINGER. PROGRAM WOULD BE TELECAST DURING PRIME TIME, 2000-2130 HOURS ( DAY OF WEEK UNDECIDED) AND WOULD BE CARRIED BY AT LEAST TWENTY- FOUR STATIONS IN KEY CITIES THROUGHOUT JAPAN BELONGING TO THE JAPAN NEWS NETWORK.

2. TBS WOULD SEND TEAM TO WASHINGTON, LED BY NEWS COMMENTATOR TSUNAMASA FURUYA TO EITHER FILM OR TO TAPE

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INTERVIEW. APPROXIMATELY ONE HOUR OF NINETY- MINUTE PERIOD WOULD BE DEVOTED TO INTERVIEW. OTHER THIRTY MINUTES WOULD INCLUDE LEAD- IN AND FOLLOW- UP PORTIONS FEATURING STOCK FOOTAGE OF KISSINGER' S OVERSEAS TRAVELS, PLUS NEW FOOTAGE ON KISSINGER' S DAILY ACTIVITIES IN WASHINGTON, IF SUCH FILMING APPROVED.

3. QUESTIONS FOR INTERVIEW WOULD BE PROVIDED IN ADVANCE AND WOULD REFLECT INPUT BY EMBASSY. GENERAL THEME -- " US FOREIGN POLICY IN THE POST VIET- NAM PERIOD." THRUST WOULD BE TO COVER THEME FROM WORLDWIDE PERSPECTIVE WHILE FOCUSING MORE PARTICULARLY ON US- JAPAN RELATIONSHIP ( BOTH HISTORICAL AND PROJECTED). TBS ALSO WOULD LIKE TO DISCUSS KISSINGER' S VIEW OF THE FUNCTION OF THE NATIONAL SECURITY COUNCIL AND THE COUNCIL' S ROLE IN DEVELOPING AND IMPLEMENTING FOREIGN POLICY.

4. AMBASSADOR AND EMBASSY BELIEVE THIS PROPOSAL MEETS OBVIOUS HIGH PRIORITY DEMANDS TO JUSTIFY REQUEST. TBS WEEKDAY EVENING PUBLIC AFFAIRS PROGRAMMING HAS LED RATINGS FOR SEVERAL YEARS AND OFFERS EXCELLENT FORUM FOR REACHING SIZEABLE AND SIGNIFICANT HIGH- QUALITY AUDIENCE. PROGRAM COULD BE EXPECTED DRAW TOTAL AUDIENCE OF FIFTEEN MILLION OR MORE. COMMUNICATIONS RESEARCH CLEARLY INDICATES JAPANESE RELY HEAVILY ON TELEVISION TO OBTAIN INFORMATION ON INTERNATIONAL AFFAIRS. OF GREAT IMPORTANCE IS FACT THAT MANY YEARS HAVE ELAPSED SINCE USG OFFICIAL OF SUCH STATURE HAS BEEN INTERVIEWED ON JAPANESE TELEVISION. TIMING IS RIGHT FOR SUCH A PROGRAM, COMING AS IT WOULD DURING A PERIOD OF CONTINUING CRITICISM THAT USG IS NOT PROVIDING DEGREE OF OFFICIAL ATTENTION WHICH JAPAN DESERVES. ( RECENT KISSINGER VISIT WAS OF VALUE IN DULLING EDGE OF THIS CRITICISM AND PROPOSED INTERVIEW WOULD ENHANCE AND REINFORCE EFFECT OF HIS VISIT.) ALSO, IN VIEW OF PLANS FOR PRESIDENTIAL STATEMENT ON ENERGY IN LATE APRIL OR EARLY MAY, THIS INTERVIEW COULD BE USED AS VEHICLE TO REINFORCE USG POLICY ON ENERGY MATTERS. IN FINAL ANALYSIS, PRIMARY IMPACT OF PROGRAM WOULD RESULT FROM IN- DEPTH DISCUSSION BY HIGH OFFICIAL OF USG POLICY FOR POST VIET- NAM PERIOD AND IMPLICATIONS THEREIN TO EAST ASIA AND THE PACIFIC. BY THE TIME OF THE PROGRAM, LIMITED OFFICIAL USE

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JAPANESE EXPERTS AND LAYMEN ALIKE WILL HAVE BEEN EXPOSED

TO EXTENSIVE MEDIA COVERAGE OF PRESIDENT' S FOREIGN  
POLICY MESSAGE. EMBASSY SPOKESMEN AND PUBLIC  
AFFAIRS OFFICERS WILL BE CALLED UPON TO DISCUSS THIS  
MESSAGE AT VARIOUS LEVELS. AN ARTICULATE ENUNCIATION  
AND REINFORCEMENT OF FOREIGN POLICY ADDRESS BY KISSINGER  
WOULD CAPTURE ATTENTION THROUGHOUT FULL RANGE OF OFFICIALS  
AND OPINION LEADERS IN JAPAN. IN ADDITION, PSYCHOLOGICAL  
IMPACT OF A KISSINGER DIALOGUE WITH JAPANESE WOULD BE  
SELF EVIDENT IN ITS SIGNIFICANCE, UNDERSCORING  
AS IT WOULD THE EMPHASIS THAT THE USG PLACES ON RELATIONS  
WITH JAPAN.

5. IN VIEW ABOVE FACTORS, AMBASSADOR URGES FAVORABLE AND  
EARLY CONSIDERATION OF THIS REQUEST. TBS OBVIOUSLY

IS INTERESTED IN EARLY DECISION IN ORDER TO MAKE PLANS  
FOR HIGHEST QUALITY PROGRAM. ADVISE.

DECONTROL JULY 1, 1973.  
INGERSOLL

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\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* LIMITED OFFICIAL USE

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